

ABSTRACT

Rasyidin, Naufal Arvy. Consumption Activities of the Order 66 Indonesia Star Wars Fans Virtual Community: A Virtual Ethnography Study. Undergraduate Thesis, Faculty of Humanities, Universitas Airlangga, Surabaya.

Being merely a movie, the Star Wars franchise have many fans who dedicate their interest in the franchise, and these people mostly consume something that revolve within the Star Wars which has earned \$28 billion for over nearly four decades. In Jakarta, Indonesia, There is a group of Star Wars Fans called the Order 66 Indonesia that consists of approximately 3.500 members. Within their virtual community, the members tend to upload photos of their collections and posted it on their group page. By using facebook.com as the media, the researcher analyzed this phenomenon using virtual ethnography and also using in-depth interviews towards the members of this fans club. This qualitative research applied the consumption theory by Baudrillard's social logic of consumption perspective to find the results that the members tend to upload photos of their collections to be able to communicate with other members and also as a sign of their self-gratitude. In conclusion, fans consume the merchandises in accordance to the social logic of consumption.

Keywords: Consumption, Fandom, Star Wars, Virtual Community, Virtual Ethnography